
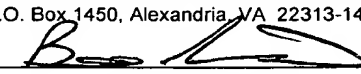


AF

16W
3622

AMENDMENT TRANSMITTAL LETTER			After Final Rejection	
Application No. 09/785,095 Conf. no. 6178		Filing Date February 16, 2001	Examiner Raquel Alvarez	Group Art Unit 3622
Applicant(s): Paul H. Feinberg			Docket No. SONY 3.0-030	
Invention: SYSTEM AND METHOD FOR PROVIDING CUSTOMIZED ADVERTISEMENTS OVER A NETWORK				
TO THE COMMISSIONER FOR PATENTS				
Transmitted herewith is an amendment in the above-identified application.				
The fee has been calculated and is transmitted as shown below.				
CLAIMS AS AMENDED				
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate
Total Claims	48	- 48 =		x
Independent Claims	5	- 5 =		x
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>				
Other fee (please specify):				
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:				0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity				
<input checked="" type="checkbox"/> No additional fee is required for this amendment.				
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____. A duplicate copy of this sheet is enclosed.				
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.				
<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge and credit Deposit Account No. <u>12-1095</u> as described below. A duplicate copy of this sheet is enclosed.				
<input checked="" type="checkbox"/> Credit any overpayment.				
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.				
 Bruno Polito Attorney Reg. No. 38,580			Dated: <u>November 30, 2005</u>	
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP 600 South Avenue West Westfield, New Jersey 07090 (908) 518-6398				
I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.				
Dated: November 30, 2005		Signature:  (Bruno Polito)		



I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: MS AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: November 30, 2005 Signature: B. Polito

(Bruno Polito)

EXPEDITED PROCEDURE

Group Art Unit: 3622

Docket No.: SONY 3.0-030

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Paul H. Feinberg

Application No.: 09/785,095

Filed: February 16, 2001

For: SYSTEM AND METHOD FOR PROVIDING
CUSTOMIZED ADVERTISEMENTS OVER A
NETWORK

:
:
: Group Art Unit: 3622
:
: Examiner: Alvarez, Raquel
:
:

REQUEST FOR RECONSIDERATION

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated October 11, 2005, finally rejecting claims 1-48, Applicant submits the following remarks.